

Jefferyi Magtubo

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<https://jefferyismarketingsite.netlify.app/>

EDUCATION

University of Houston

BS, Media Production

Houston, TX

- Jack J. Valenti School of Communication. Minor in Marketing. 3.9 GPA. Received the Academic Excellence Scholarship.
- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.

Experience

Focumon

July 2024 – Present

Marketing Coordinator

Remote

- Manage social media, creating posts and content for Instagram and TikTok.
- Created a sunset email policy, attracting users who became inactive and users
- Regularly interact with users on Discord, answering questions and addressing inquiries.
- Host giveaways and other community events to engage the community.

Mind4Youth

June 2024 – July 2024

Marketing Intern

Remote

- Created marketing campaigns and engaging content for social media, email, and advertising utilizing Canva.
- Conducted market research to identify target audiences and opportunities for growth.
- Created social media posts for mental health awareness such as flyers, brochures, and presentations.

Extern

May 2024 – June 2024

Mobalytics Market Research Extern

Remote

- Identified potential market expansion opportunities by analyzing the player base and landscape of a game genre.
- Crafted player personas based on information on player psychology, and provided insight on a genre that the company is uniquely positioned to provide support for.
- Constructed slide decks, showcasing my insights succinctly and intuitively.

Leadership and Professional Development

University of Houston Pre-Optometry Society - Officer/Webmaster

- Aided the other officers with planning and overseeing events, guaranteeing a smooth execution of those events.
- Interacted with members looking for assistance and guidance in the organization.
- Frequently update the website and its design with current club activities and events.

Psi Chi and Psychology Club (University of Houston Chapter) - Historian Chair

- Took pictures of events, made posts on their social media accounts, and managed their social media profiles (Facebook and Instagram). Utilized Canva to make the posts. Acquired higher engagement rates.
- Collaborated with other officers with the management of the club, ensuring events ran smoothly.

Certifications

Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Video courses that taught digital marketing, content marketing, SEO, blog marketing, video marketing, SEO basics, on-page, technical SEO, keyword research, link building, reporting, and social media strategy.

SKILLS

Digital marketing, Content Marketing, SEO, Blog Marketing, Video Marketing, Social Media Marketing, Instagram, Google Analytics, Microsoft Suite, Word, Excel, Powerpoint, Canva, Adobe Premiere, Adobe Photoshop, Web Development, WordPress, HTML, CSS, JavaScript, React